

Application



Utah's Own Registration

c/o Richard Sparks
Utah Department of Agriculture and Food
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Applicant Name

Program Overview

The goal of the Utah's Own program is to accelerate local Utah economies by creating a consumer culture of purchasing locally produced products.

In 1986 the Utah Department of Agriculture and Food developed an exciting program, "Utah Works" aimed at boosting awareness of products grown and manufactured in Utah. The focus of this effort was "internal," to stimulate economic development by encouraging Utahans to buy goods and services produced in Utah. When the first phase of the program was launched, the campaign included radio and television messages, newspaper ads, promotional tie-ins at the Utah State Fair and other areas and point of purchase displays. Several years ago, the "Product of Utah" program was introduced replacing "Utah Works."

The Product of Utah program has been a great benefit to Utah companies, however, the program has been hampered in recent years due to a declining state budget. While many firms participated in the program by putting the Product of Utah logo on their labels, little budget was left to promote the program to Utah consumers.



In 2001, Commissioner Cary G. Peterson invited several Utah food and agriculture industry leaders to join him in promoting Utah agriculture and food. As a result of their acceptance of his invitation, the Utah Food Strategy Team was created. After many months of study and market analysis, the Team developed the Utah's Own program, created the Utah's Own logo, and formally announced the program at a December 2002 press conference. Building on the momentum generated by the Product of Utah program, the Utah Department of Agriculture and Food adopted the Utah's Own concept. Understanding the importance and benefit of the Utah's Own program to producers, processors and consumers, Governor Leavitt proclaimed October 23 of each year as Utah's Own Day.

Message from the Commissioner

I am pleased to introduce the Utah's Own program to Utah agriculture and food companies and to our wonderful Utah consumers. When we purchase products produced locally, we help to sustain local economies and thereby the life blood of our great state of Utah.

The Utah Food Strategy Team has been working diligently on behalf of Utah on an entirely volunteer basis. I applaud their dedication to advancing the economic health of our agriculture and food industry. I look forward to their efforts in other areas of concern in the state including adequate nutrition and healthy diets for all Utah citizens.

Please join the Team and me in this great worthwhile effort.



Cary G. Peterson

Utah Commissioner of Agriculture and Food

REGISTRATION APPLICATION FOR UTAH'S OWN

Name of entity applying for registration:

Physical address of principal office:

City _____, Utah

Zip code _____ - _____

Website: _____

Contact information:

Name and Title

Telephone: (_____) _____-_____

Email: _____

(Email very important)

Mailing address of principal office:

City _____

State _____

Zip code _____ - _____

Does your business entity file a tax return with the State of Utah ? ☐ Yes ☐ No

The applicant is an:

Agriculture producer ☐ Restaurant ☐

Food processor ☐ Packer ☐

Wholesaler/Distributor ☐

Other (describe) _____

The Utah Department of Agriculture and Food registers only products for the use of the Utah's Own logo. The greater part of the value of the product must be derived within the State of Utah. Please provide the following product information.

Name of product	Description of product	% of unit value derived in Utah

If registration is approved, please forward the following logos for use on our approved products in the indicated format:

☐ EPS ☐ JPEG



The Utah's Own product registration requires that only the highest quality products be registered. How do the products requested for registration meet this high quality standard?

Name of product	Certified organic, certified natural, industry or other awards received, third party quality verification, industry accepted practices employed, etc.

Please provide any other information that should be considered with this application.

ATTESTATION

As authorized representative for the above named company and products, I attest that the information provided is correct to the best of my knowledge. I further agree to notify the Marketing Division of the Utah Department of Agriculture and Food of any change in product status that would affect our product registration.

SIGNATURE

TITLE

DATE

Mail to: Attn: Richard Sparks
Utah Department of Agriculture and Food
PO Box 146500
Salt Lake City, UT 84114-6500

